

# Evaluation Logic Model—Live Like Your Life Depends On It

<b>Supporting Activities 2007-2008</b>	<b>Short-Term Outcomes 2007-2008</b>	<b>Intermediate Outcomes 2009</b>	<b>Long-Term Outcomes 2010 and Beyond</b>
<b>Develop and launch chronic disease control and prevention campaign</b>  <b>Track reach of campaign:</b> -Number hearing messages -Statewide partners participating -Communities participating  <b>Launch second campaign-focus on heart disease and stroke detection and management</b>  <b>Establish method to track number of primary care settings and communities implementing campaign</b>	% Aware of campaign name	<b>Number of agencies and health care providers coordinating efforts to impact health behaviors and chronic disease prevalence</b>	<b>Prevalence of risk factors:</b> - Obesity / Overweight - Smoking - Physically inactive - Not consuming 5 servings of fruits and vegetable
	% Aware of campaign messages		
	Knowledge of risk factors and related health conditions	<b>Number of communities using evidence supported consumer education strategies</b>  <b>Policy and environmental initiatives launched or changed to reduce chronic disease risk factors and improve health</b>	<b>Prevalence of screening:</b> - Cholesterol checked 5 yr - Mammography - Flex Sig / Colonoscopy
	<b>Intention to change behavior</b> - Quit smoking - Lose weight		<b>Prevalence of disease management:</b> - High BP / visited Dr for checkup past year - Diabetes / A1C test
	Perception of general health status and life satisfaction		<b>Prevalence of chronic disease:</b> - High BP / Cholesterol - Heart Disease / Stroke - Cancer / Diabetes - Asthma / Arthritis